Template

# Empathy map canvas

A Reliable Energy Consumption Analysis System For Energy-Efficient Appliances

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XPLANE®

## Reliable Energy Consumption Analysis System

This project focuses on developing a reliable system to analyze and predict energy consumption patterns in residential buildings, with a specific focus on energy-efficient appliances. It employs machine learning algorithms to collect and process data related to energy usage, considering variables like weather conditions, time of day, and occupancy. The ultimate goal is to provide homeowners and utility companies with accurate predictions and insights to manage energy usage efficiently, reduce waste, and cut costs, contributing to greater energy sustainability.

**WHO are we empathizing with?**

Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

Homes and businesses have the role of making responsible choices that ensure environmental as well as ecoomic benefits in the lon run

Homeowners who efficiently want to manage energy consumption, reduce costs, and promote sustainability

Utility companies aiming to optimise energy distribution, reduce peak demand, and enhance grid efficiency

## What do they HEAR?

What are they hearing friends say?
What are they hearing from influencers?
What are they hearing from colleagues?

Discussion on skyrocketing home electricity bills and climate change due to irresponsible energy consumption and wastage.

Influencers on social media are discussing the benefits of energy-efficient appliances and promoting responsible consumer behaviour.

Colleagues have been talking about energy-saving tips and smart home technology.

## What do they DO?

What do they do today?
What behavior have we observed?
What can we imagine them doing?

People currently manually monitor energy consumption or use basic timers for appliances.

We've noticed that some individuals make an effort to turn off lights and appliances when not in use.

## GOAL

## What do they THINK and FEEL?

**PAINS**

What are their fears, frustrations, and anxieties?

High energy bills, Energy waste, Environmental impact.

Unpredictable energy bills, Lack of insights into energy consumption patterns, Difficulty in reducing their carbon footprint.

**GAINS**

What are their wants, needs, hopes, and dreams?

Lower utility costs, Efficient appliances, Sustainable living, A greener future.

Cost-effective energy-efficient solutions, Real-time data on energy usage, Contributing to environmental sustainability, Achieving energy independence.

## What do they SAY and DO?

People have mentioned concerns about rising energy costs and environmental impact.

They might express enthusiasm about saving money and reducing their carbon footprint.

They might adopt smart appliances, analyze energy data, and adjust usage patterns for efficiency.

**What do they need to DO?**

What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?

The decision to invest in smart appliances, home automation systems, and implementing energy-saving practices. Success will be evident when they see reduced energy bills and a more sustainable lifestyle.

They need to shift from manual energy management to automated systems and adopt energy-efficient appliances. They want to efficiently manage their household energy consumption and reduce utility costs.

They see a growing market for energy-efficient appliances and home automation solutions.

They see others discussing energy-saving tips and using energy consumption apps.

In their homes, they see various appliances and devices consuming unnecessary energy.

They're watching documentaries on energy conservation and reading articles about sustainable living.

## What do they SEE?

What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

## What do they SAY?

What have we heard them say?
What can we imagine them saying?

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